



WEWS

# ORDER

Flight Dates **09/17/12-09/23/12**

Contract / Revision      **311124 /**

Original Date / Revision  
09/14/12    09/19/12

Advertiser **Republican Senate Campaign**

Agency    **Midwest Communications &**

Buying Contact

**49 S Grant Avenue  
Columbus, OH 43125**

Product

Agency Com    15%

Billing Contact

**49 S Grant Avenue  
Columbus, OH 43125**

Sales Office    WEWSL

Sales Region   LOC

Agency Ref

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A25-54

Rev Codes      POL      POL      PARTY

Product Codes PL

Priority          P-2

Advertiser Ref

Primary Account Executive  
Bill Young

Account Executive	Order%	Start Date	End Date
Bill Young	100%		

Order Share 100% Market Value 28600

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	41	\$24,310.00	\$28,600.00	0.00
<b>Totals</b>	<b>41</b>	<b>\$24,310.00</b>	<b>\$28,600.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/23/12	41	\$24,310.00	\$28,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/17/12	09/23/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	MTWTF--	:30	2	\$2,200.00	P-2	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		2			\$2,200.00			0.00			
N 2	WEWS	09/17/12	09/23/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



# WEWS

Contract / Revision **311124** Flight Dates **09/17/12-09/23/12**

## Hiatus Dates

Original Date / Revision 09/14/12/ 09/19/12

Order Sep 00:20:00

Advertiser	Republican Senate Campai	Product
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Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/17/12	09/23/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	MTWTF--	5		\$350.00	0.00							
N 3	WEWS	09/17/12	09/23/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	MTWTF--	5		\$450.00	0.00							
N 4	WEWS	09/17/12	09/23/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	MTWTF--	5		\$500.00	0.00							
N 5	WEWS	09/17/12	09/23/12	M-F 9-10a Kelly	CM	Kelly	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	MTWTF--	5		\$450.00	0.00							
N 6	WEWS	09/17/12	09/23/12	M-F 12pm News 12-1230p News	CM	12-1230 News	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	MTWTF--	5		\$700.00	0.00							
N 7	WEWS	09/17/12	09/23/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	MTWTF--	3		\$800.00	0.00							
N 8	WEWS	09/17/12	09/23/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	MTWTF--	3		\$850.00	0.00							
N 9	WEWS	09/17/12	09/23/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$1,100.00	P-2	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	MTWTF--	5		\$1,100.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WEWS	09/17/12-09/23/12		M-F 6-630p News		6-630p		MTWThF----	:30	<del>(\$1,100.00)</del>	0.00	NM			
See MG 9.6 [per bill]															
6	WEWS	09/20/12-09/21/12		M-F 6-630p News		6-630p		---ThF----	:30	\$1,100.00	0.00	NM			
Ⓜ MG for 9.1 09/19 [N/A ON ENTRY ]															
N 10	WEWS	09/17/12	09/23/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S-	2		\$500.00	0.00							
N 11	WEWS	09/23/12	09/23/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S	1		\$500.00	0.00							
Totals														41	\$28,600.00